

1988 - 1989 ECONOMIC OUTLOOK

1. What is your company's basic outlook on the economy for 1988, and what is the expected impact on your company? For 1989?
 - In judging the economic outlook, what indices and/or trends do you look at most closely? Specifically, how do you view the consumer today?
2. Which economic variables is your business most sensitive to? Have there been any changes in your economic sensitivities in the recent past?
3. Did the stock market crash last October have a direct effect on your business? Did it affect your decisions or your planning? With the wisdom of 6 months hindsight, how do you feel about the crash today? How do you think consumers have reacted after six months?
4. Aside from economic conditions, have there been other major changes in your industry recently? (e.g. increased competitiveness, deregulation, changes in structure, foreign influences, etc.)?
5. How do you differentiate between the impact of the basic economy on your business and specific conditions/dynamics in your industry? To the extent that it is possible to separate the two, which is having the greatest impact on your business right now?
6. What is your marketing outlook for 1988? for 1989?
7. What traditionally has been your strategy for reaching your target market?
8. What recent changes have you made to these strategies, and why?
9. What is the role of The Times in your marketing efforts? Has The Times' role changed? If so, how and why?
10. How important are the following geographic areas to your business?
 - Manhattan
 - New York City
 - The region
 - The northeast
 - Other areas of the country
 - International
11. What in your view are the economic and social outlooks for New York City? In determining your outlook, what sorts of indices (formal and informal) do you use as bellwethers?

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